

EMA™ Biography



Steve Hendrick

Research Director, Application Management

Steve has over 20 years of experience as an industry analyst and 10 years of experience across a variety of application development roles. He specializes in application development and deployment topics, including DevOps, lifecycle management, application platforms, decision analytics, middleware, and the broad spectrum of tools and technologies that support professional developers and IT managers. Steve brings advanced quantitative and qualitative research techniques to bear as an industry analyst providing vendors with deep insight into market and has pioneered research across the many domains that comprise the application development and deployment family of markets. Areas where Steve has pioneered research and thought leadership include platform as a service (PaaS), DevOps, decision analytics, and vendor/buyer journey research.

Steve was most recently principal analyst at Applied Decision Research (ADR), a consultancy that supported research and go-to-market needs of software vendors. With experience both as a developer and industry analyst, Steve brings a comprehensive understanding and perspective on the changing needs of developers and the application development industry. Known as a subject matter expert across application development and deployment markets, Steve has authored over 1,000 publications and continues to deliver IT product and market guidance through syndicated research and custom consulting to the world's leading software vendors and high profile startups.

Prior to founding ADR, Steve was principal analyst for application development and deployment research at ESG and a group vice president of application development and deployment research at IDC. Steve's experience in application development was acquired at Chase Manhattan Bank, Interactive Data Corp, Dynamics Associates, and Charles River Associates. Steve received a B.A. in economics from Hartwick College and an M.B.A. from Boston University.

M.B.A, Boston University

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